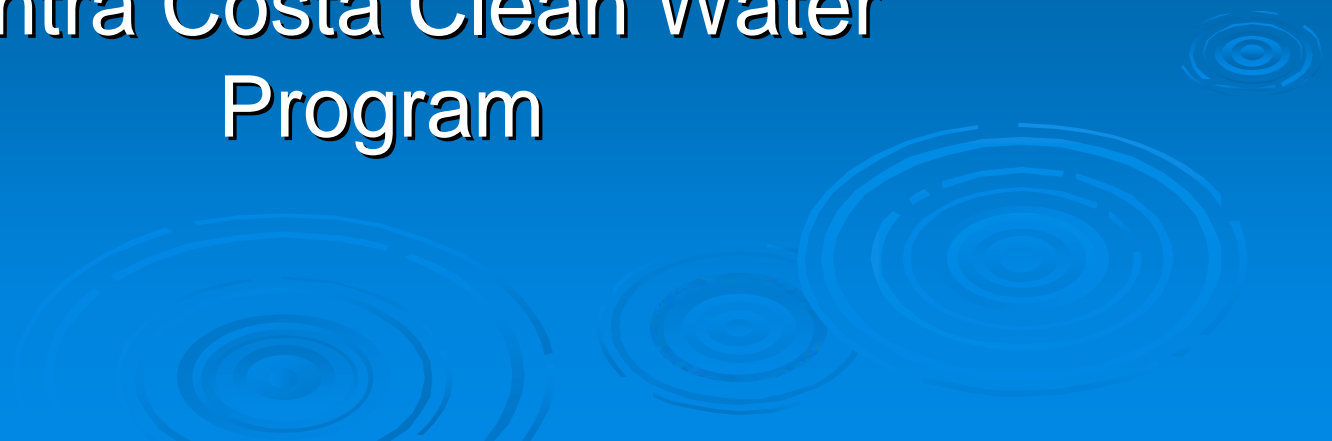


How to certify a Used Oil Recycling Center

By Matt Bolender
Contra Costa Clean Water
Program





Background: Mr. Funnelhead has
made over 430 public
appearances since Oct. 1995



His in person outreach to organizations and local groups keeps him in the public eye and in touch with the community.



Mr. Funnelhead's participation at Community Clean Up's and other environmental events is a must.



Attending school functions and assemblies is an important part of his outreach!



The Mr. Funnelhead School
program has educated over
110,000 2nd – 5th graders over the
past 10 years



4 Experienced professional actors
perform 3 different shows targeting the
Recycling of Used Oil and Filters



Mr. Funnelhead and the CCCWP
award 3 students yearly with a
Magnet Art Contest



Have created over 20 different
Cable Television Public Service
Announcements



Website and Television
advertising is a great way to get
centers and it employee's excited
about the program!



Making yearly appearances at various Collection Centers helps in the promotion of used oil and filters recycling.



Kragen Auto Parts - Hispanic
Outreach Day - August 2005



6 quart Used Oil Drainer giveaway at
Walnut Festival

Great giveaway item, but costly
and bulky to transport



Those activities lead to
Mr. Funnelhead's acceptance in
the community.

What does that
acceptance lead to?




That acceptance leads to?

The certification of used oil and
filter recycling centers
throughout the county.



What kind of centers are there?

1. Corporate Owned?
 2. Individual
 3. Partnership
 4. Husband and Wife Co -
Ownership
- 

How to certify a Certified Center?

Evaluate the advantages and dis-advantages for each possible center.

- Will they have trouble with orphan oil?
- Is the site in a good location for the public and center?
- Will the certified center receive enough oil for re-imbursement?

How to certify a Certified Center?

1. What Strategy will you use to obtain a certification of such center?

Financial Incentive

Free advertising

Green Business Appearance



Keep it simple!
New sites do not want anymore
paperwork than necessary.

Make regular visits
when possible.

1. Keeps employees
educated
2. Keeps signage fresh
3. Give promotional items
when available.



Interactions with Certified Centers



When conducting site visits
educate employee's about the
correct process in the receiving of
used oil and filters.



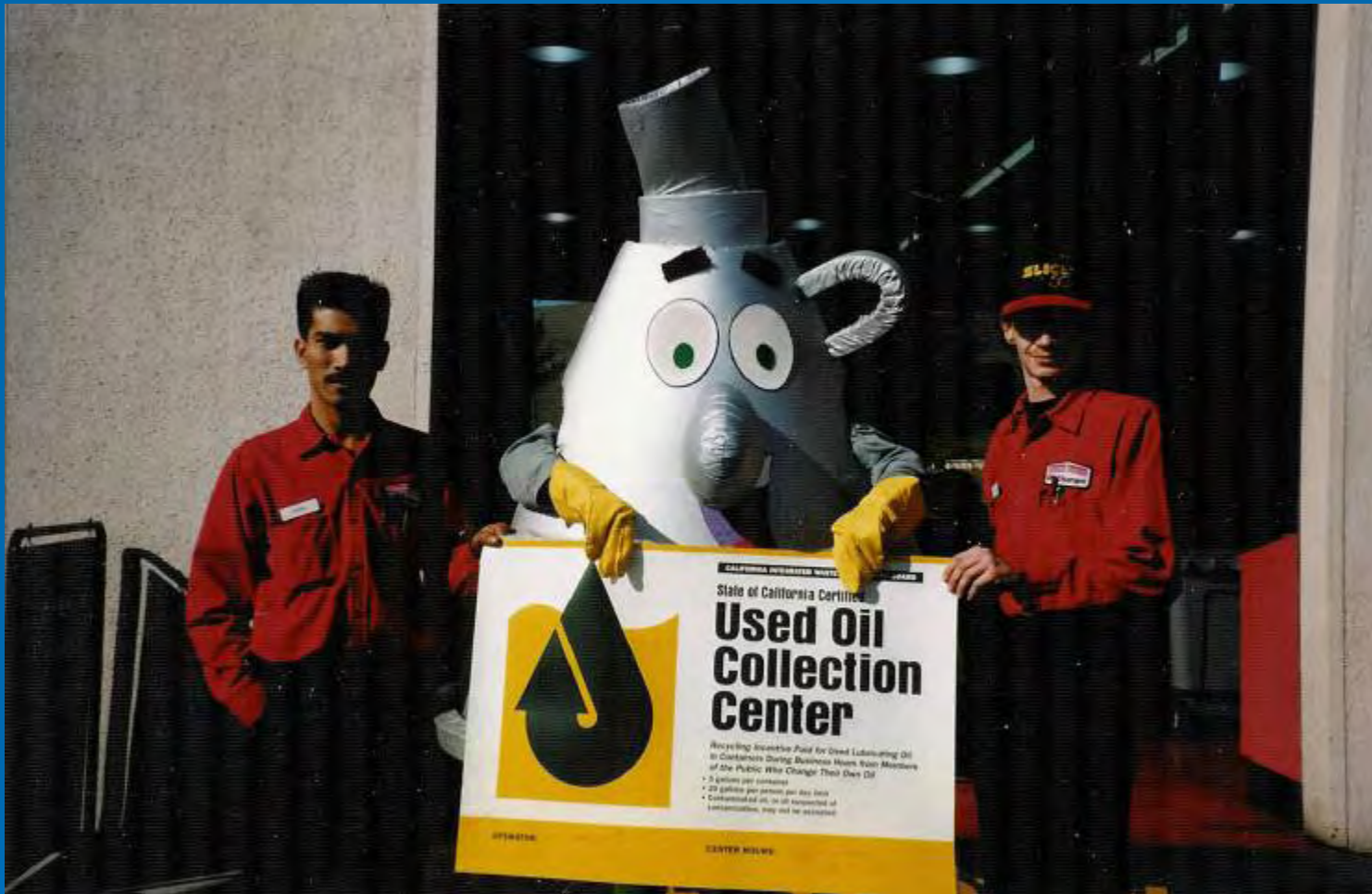
Make sure used oil tank is placed in a visible and workable area for employee's.



Make the tank the giveaway zone!



Once a center is certified keep tabs on its progress with site visits and new signage.



Those actions will lead to a
successful Used Oil Collection
Program.



Questions?

Questions?

